
JAMES

BATTERY

DESIGN

FOLIO

ILLUSTRATION

David Bowie

Created in Adobe Illustrator CC.

Personal project demonstrating my love for music, iconic design and illustration.



BRAND CREATION

Moran Property Styling

Created in Adobe Illustrator,
InDesign & Photoshop CC.

Design and development for
a client who was starting up
a property styling business.

The brief was to keep it clean and
modern with traditional touches.

mpos
MORAN
PROPERTY
STYLING



COMPANY PROFILE

MORANPROPERTYSTYLING.COM.AU

mpos
MORAN
PROPERTY
STYLING

Contact

By Appointment Only
Stacey Moran

18 Hewitt Street
Moorabbin,
Vic, 3186

MORANPROPERTYSTYLING.COM.AU
info@moranpropertystyling.com.au
phone: 0407 882 577

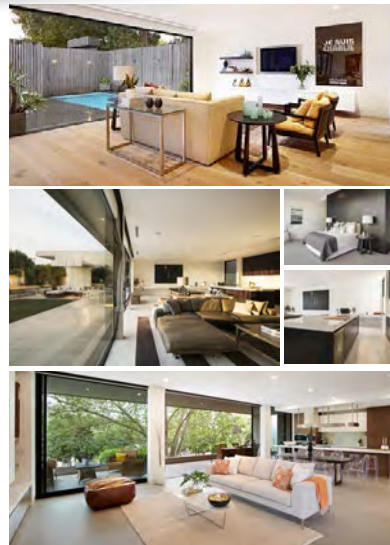
mpos
MORAN
PROPERTY
STYLING

We offer

A unique design service to help boost and maximize the sale of a property. We use a large selection of items that adds appeal to any property from our 100% Australian Made sofa, imported designers items, through to our unique vintage pieces that help create the perfect look to any space.

With our professional interior design services that works closely with the client to help target the right market and perfect finish to any property.

Our team of Interior Stylists can work with a space that is completely empty, filling that blank canvas with the perfect selection of items or work with existing furniture by adding those designer "bits and pieces", even helping edit the owners existing pieces to make the property as sales ready as it can be. Thus helping a buyer see the potential in a property and help lift it's sales appeal.



mpos
MORAN
PROPERTY
STYLING

Our Strength

is our understanding different styles, looking at global design aesthetic to help find the perfect look for a property.

From Mid-Century Modern with it's singular design style of blending arresting shapes and graphic patterns with quirky accents, Traditional, with it's refined look that combines classic furniture pieces in a stylish manner, through to Contemporary design with it's strong lines, smooth forms and minimal accessories.



BRAND REFRESH

Heynes Wholesale

Created in Adobe Illustrator, InDesign & Photoshop CC.

Briefed to refresh the Heyne's Wholesale brand with an emphasis on bright fun colours, and an aim to engage children early on in learning about plants and trees.

HEYNE'S WHOLESALE

Growing it for the State!

GROWN 1869

www.sagrown.com.au | sales@sagrown.com.au | Find us on Facebook: sagrown

Lessons from a Tree
Be content with your distinctive beauty
Stand tall and proud
Bend with the wind
Celebrate very sunrise
It's all of your unique branches that makes you a tree
Storms will make your roots stronger

Current projects and program outlines can be found at:
sAGrown.com.au
UrbanTreeTrustee

URBAN Tree trustee™
Creating a lifelong connection between trees, families, and the urban spaces they share.

Benji
Custodian of a #11111

Ariana
Custodian of a Gawler-Wattle

The concept of Urban Tree Trustee, is to instill the value of guardianship, over ownership. An initiative to recalibrate our relationships with urban trees and open spare projects to develop emotional life-long connections.

Our goal is to galvanise a bond between a child and a tree, opening the conduit that connects community, to their landscape.

URBAN Tree trustee™

Next 75 HECTARES

CERTIFICATE

GROWN 1869

URBAN Tree trustee™

Visit your tree growing in our nursery.
sagrown.com.au

Stay in touch on our Urban Tree Trustee Facebook Page.

Thanks for planting a

Your lovely little tree will now go to live at Heyne's Wholesale Nursery. It will be cared for, nurtured and made to grow strong and true by the nurserymen and women. When your tree is larger and ready to leave the nursery it will travel over to Gawler East to be planted in Highfield at Springwood.

You and your family will be invited to come and visit your tree when it's been planted at Springwood. Your tree will become an important member of our family of trees, which will make up the park and play areas and at Springwood. Your tree has an important job to do, creating oxygen, providing shelter and shade and enormous beauty. Look here myspringwood.com.au to see where your tree will live.

SPRINGWOOD GAWLER EAST

Next 75 HECTARES

GROWN 1869

URBAN Tree trustee™

BRAND REFRESH

Mount Wellington Local Council

Created in Adobe Illustrator, InDesign & Photoshop CC.

I was briefed to refresh the Good to Go campaign for a local council in Auckland.

We wanted to keep it clean and easy to read with a focus on community.



Introduction
Helping local organisations and people achieve their goals.

The Mount Wellington Licensing Trust returns more than a million dollars a year to community groups and individuals through its charitable arms.

The main asset of the Trust is the Waipuna Hotel & Conference Centre. Every time you stay there, hold a conference or wedding there, you are part of "Giving is Good". It's been another busy year for the Charitable Trust with grants made to a wide range of community organisations.

One of the annual highlights is the Christmas Dinner for seniors held at the Waipuna Hotel & Conference Centre. You can see a photo of the Christmas spirit in this book.

In this third edition of the Giving is Good book you'll read about donations that have helped local students pursue their dreams, the upgrading of the walkway to the pontoon on the Tamaki River, fund community facilities at the Mt Wellington tennis club, meet a chosen group of over 20's and much more.

giving is good
Mount Wellington Charitable Trust

COMMUNITY

The Waipuna Hotel and Conference Centre is one of New Zealand's largest and most comprehensive conference and hotel venues.

Primarily dedicated to staging conferences, meetings, exhibitions, product launches, seminars and special events.

The Waipuna is set among more than two and a half hectares of parkland overlooking a picturesque sub-tropical lagoon and is only 25 minutes from New Zealand's biggest international airport and Auckland city centre.

Our prestigious 4-star hotel accommodation and superb guest facilities include 400 fine off-street car parks, internet, restaurant and bar options, and a swimming pool, spa and gymnasium for your use.

The Waipuna Hotel & Conference Centre
88 Waipuna Rd., Mt Wellington
Auckland 1060

Ph: 09 626 3880
mail@waipunahotel.co.nz
www.waipunahotel.co.nz

givingisgood.co.nz

giving is good
Mount Wellington Charitable Trust

FAMILY LIFE
BRINGING COUPLES CLOSER TOGETHER

"For a marriage to be successful, you have to fall in love every day and always with the same person."

This is one of an abundance of quotations about marriage that you'll easily find through Google, and one that's easy to say and agree with, but much more difficult by which to live.

FamilyLife is a charitable trust that runs inspirational and motivational events to help couples to be successfully married for a lifetime. They also run an on-going mentoring program for couples. The events are a gateway for couples from their daily grind and putting them in a positive environment where they have speakers provide fresh perspectives on marriage. Couples hear about how they can communicate better, have better intimacy, but good parents and enjoy each other.

By providing a fresh voice of truth that resonates with participants of the events, FamilyLife founder Andy Bray says, "couples that attend the events have refreshed and reconnected. For some, it even saves their marriage."

Andy Bray says "For many years we have been supported by the Mount Wellington Charitable Trust to assist us both with ongoing costs of running our organisation and also by providing acknowledge to couples who struggle financially to attend our events at the Waipuna Hotel for over 20 years.

This has helped us contribute meaningfully to the greater community through providing participating married couples - the cornerstone of families."

SAFER MARINA ENVIRONMENT
Panmure Yachting & Boating

The old steel ramp that provides access to the boats moored at the Panmure Yacht & Boating marina, is well known to those who've made the walk down the gangway. It's old, narrow and rickety to navigate, particularly when there are multiple luggage trolleys on the ramp at the same time.

When the club looked to replace the old ramp they turned to the Mt Wellington Charitable Trust for help and the Trust gave more than \$25,000 to help with the project.

Replacing a 30-year old steel ramp and replacing it with a new aluminium ramp is a big job and requires expert design and installation. Panmure Yacht & Boating called in the experts in the form of Hingham Marine. Melbourne-based Hingham Marine is considered a global leader in marine design. Recently they were listed by Auckland Inquest to design and fabricate a new floating ferry landing platform at Half Moat Bay.

Spokesman John Barrett says, "The new ramp provides a safer environment for those accessing boats and is welcomed by members."

The Mt Wellington Charitable Trust continues to recognise the importance of the facilities that provide access to the magnificent Corals Bay - last year it gave a grant that helped with the construction of a new pontoon for the Auckland Rowing Club.

SAFETY



PITCH DOCUMENT

Luca Industrial Design

Created in Adobe Illustrator, InDesign & Photoshop CC.

Freelance work for an Industrial Designer. I was asked to create a document helping her sell her dream and idea to potential investors.

interactive PLANTER DESIGN

Em volumsa ndignibh eu faccum quatet aliquis augiam zrrillut aut vullamet vulla acidui tie consent am, summy nulland ipsummodolum veliquisit, verit loboret niam venis adipis nis alis niamet vulluplatue magniam doloret aut vent voleseed doloctie tin vent.

vullaore exercilis alis nostie dui blan henis aliquis ulput praesit stis nisit nulla faccum nonse ming et eu facilis alit wissenim dolobore faccumsan volobore tat. Feugait irilit wis et, con heniatia aciduismod tsim dolent utat am ip e.

Put volorer iriusto exer iustrud exer il doluplatue min utat la ad telummy nit in volenim zrrit augiam.agna con ulla conulla ndipsum iusclit niam quam, quat.

objectives

Em volumsa ndignibh eu faccum quatet aliquis augiam zrrillut aut vullamet vulla acidui tie consent am, summy nulland ipsummodolum veliquisit, verit loboret niam venis adipis nis alis niamet vulluplatue magniam doloret aut vent voleseed doloctie tin vent.

vullaore exercilis alis nostie dui blan henis aliquis ulput praesit stis nisit nulla faccum nonse ming et eu facilis alit wissenim dolobore faccumsan volobore tat. Feugait irilit wis et, con heniatia aciduismod tsim dolent utat am ip e.

Put volorer iriusto exer iustrud exer il doluplatue min utat la ad telummy nit in volenim zrrit augiam.agna con ulla conulla ndipsum iusclit niam quam, quat.

“CAN A SMART GARDEN BE DEVELOPED TO IMPROVE THE SUSTAINABILITY OF COMMUNITIES IN URBAN LIVING?”



trend spotting

Em volumsa ndignibh eu faccum quatet aliquis augiam zrrillut aut vullamet vulla acidui tie consent am, summy nulland ipsummodolum veliquisit, verit loboret niam venis adipis nis alis niamet vulluplatue magniam doloret aut vent voleseed doloctie tin vent.

vullaore exercilis alis nostie dui blan henis aliquis ulput praesit stis nisit nulla faccum nonse ming et eu facilis alit wissenim dolobore faccumsan volobore tat. Feugait irilit wis et, con heniatia aciduismod tsim dolent utat am ip e.

Put volorer iriusto exer iustrud exer il doluplatue min utat la ad telummy nit in volenim zrrit augiam.agna con ulla conulla ndipsum iusclit niam quam, quat.



modern tradition



sketches

Em volumsa ndignibh eu faccum quatet aliquis augiam zrrillut aut vullamet vulla acidui tie consent am, summy nulland ipsummodolum, visit, verit loboret niam venis adipis nis alis niamet vulluplatue magniam doloret aut vent voleseed doloctie tin vent.

vullaore exercilis alis nostie dui blan henis aliquis ulput praesit stis nisit nulla faccum nonse ming et eu facilis alit wissenim doloborevolobore tat. Feugait irilit wis et, con heniatia aciduismod tsim dolent utat am ip e sum iusclit niamquam, quat.



modern tradition

volorer iriusto exer iustrud
volorer iriusto exer iustrud
exer il d

Put volorer iriusto exer iustrud exer
exer Put volorer iriusto exer iustrud exer
il doluplatue min utat la ad telummy nit in volenim
zrrit augiam.agna con ulla conulla ndipsum iusclit niam.



BRAND CREATION

MyHouse

Created in Adobe Illustrator, InDesign & Photoshop CC.

Tasked to re-design and re-launch the MyHouse brand across Austria. Design of all brand collateral, look and feel, style guides.



CATALOGUE DESIGN

House and Robins Kitchen

Created in Adobe Illustrator,
InDesign & Photoshop CC.

Pages from House Catalogues, produced
four times a year with over one million
copies printed and distributed nationally.

I work alongside the Art Director,
Photographers, Marketing and
Merchandise Teams to create a
catalogue from concept right up
until sending final art to the printers.

Australian
Catalogue
Awards
Finalist
2019



For all your festive
entertaining & kitchen
essentials

House

SAVE
50% off
on great
Christmas
offers

I S T M

Alex Liddy Pavé Trifle Bowl
NOW \$100

PACKAGING DESIGN

Global Retail Brands

Created in Adobe Illustrator, InDesign & Photoshop CC.

Packaging design for commercially available products found in Farmers, Stevens, David Jones, House of Fraser.

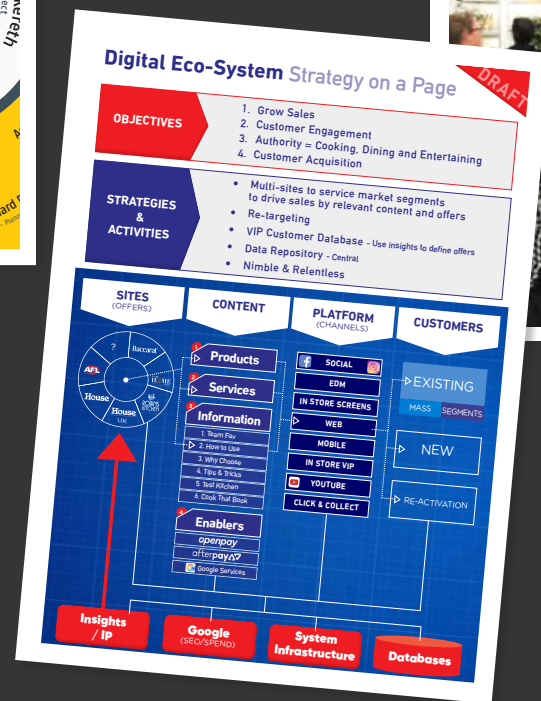
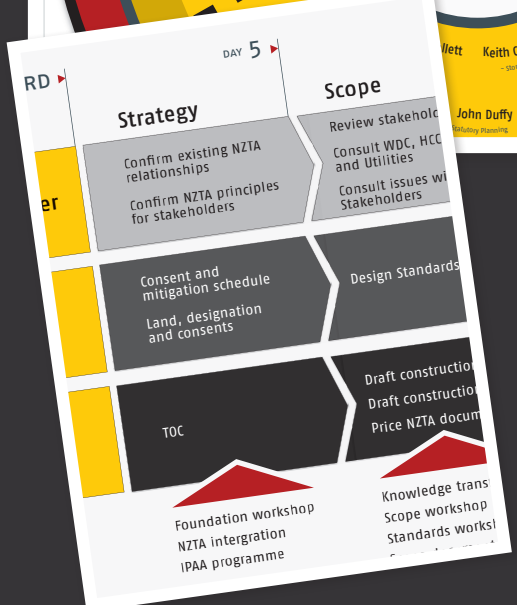
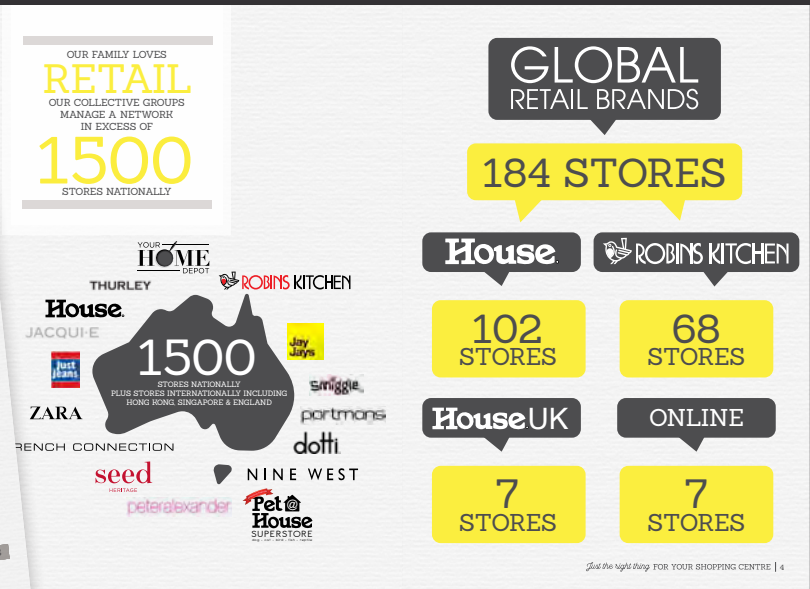
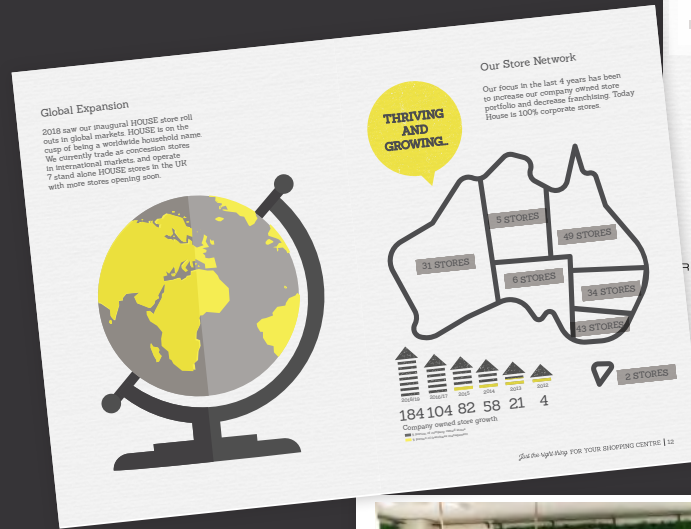
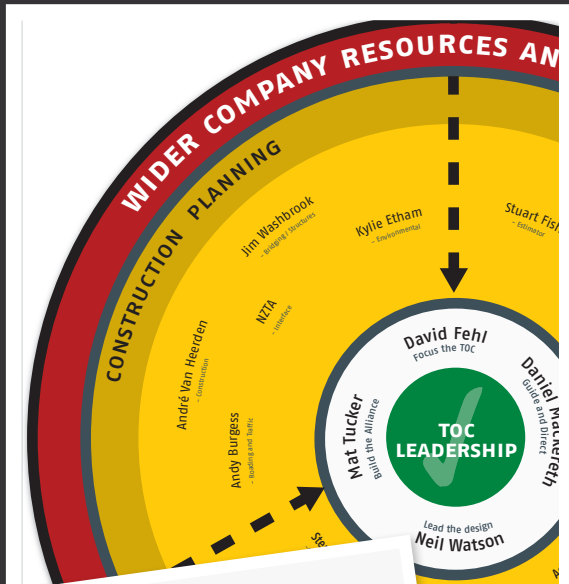


INFOGRAPHICS

Fletcher Construction and House

Created in Adobe Illustrator, InDesign & Photoshop CC.

Various infographics



PASSION PROJECTS

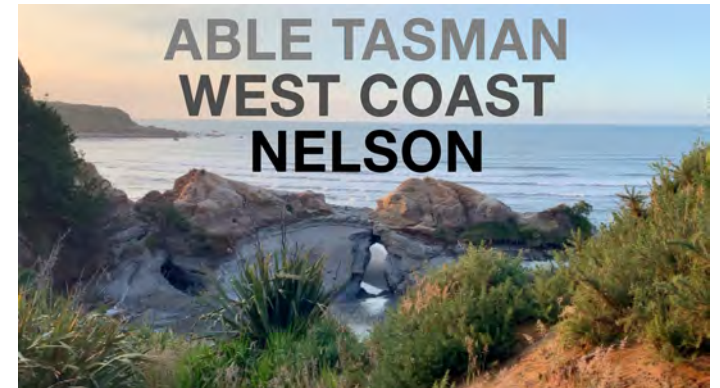
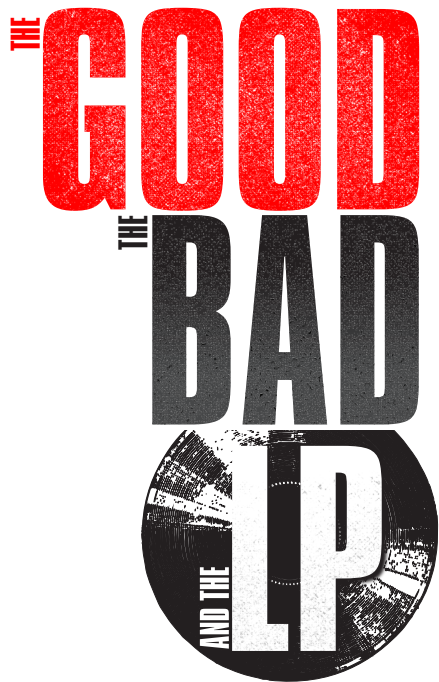
Video and Audio Editing

Created in iMovie, Adobe Premier Pro, Audacity
InDesign & Photoshop CC.

Music is a huge passion of mine. In my spare time I create and edit weekly youtube videos talking about records and music. I have managed to grown my audience to over 2,600 subscribers.

I often create graphics, overlays and edit the videos in iMovie and Adobe Premier Pro.

I also co-host a Podcast with a good friend which I create the brand graphics for. I use Audacity to edit the audio and create the podcast.



FLYING NUN

FREELANCE WORK

Created in Adobe Illustrator, InDesign & Photoshop CC.

Design work for one of my absolute favourite record labels, its a dream come true to work for such an important New Zealand independant label!

FLYING NUN
40TH ANNIVERSARY + NZ MUSIC MONTH
SALE
TONNES OF GREAT VINYL AND CDS ON SALE NOW!

THE CHILLS SUBMARINE BELLS	WAS \$42	NOW \$38
THE CHILLS SOFT BOMB	WAS \$42	NOW \$38
THE SUBLIMINALS UNITED STATE	WAS \$47	NOW \$34
ALDOUS HARDING ALDOUS HARDING	WAS \$37	NOW \$34
FAZERDAZE MORNINGSIDE	WAS \$38	NOW \$34
KODU NIELSON BIRTHDAY SUITE	WAS \$39	NOW \$34
MERMAIDENS LOOK ME IN THE EYE	WAS \$39	NOW \$34
ALDOUS HARDING PARTY	WAS \$40	NOW \$34
ALDOUS HARDING DESIGNER	WAS \$40	NOW \$34
PURPLE PILGRIMS PERFORMED EARTH	WAS \$40	NOW \$38
REB FOUNTAIN REB FOUNTAIN	WAS \$42	NOW \$38
THE BATS FOOTHILLS	WAS \$42	NOW \$38
WAX CHATTELS CLOT	WAS \$42	NOW \$34

AVAILABLE FROM FLYING NUN RECORDS AND ALL GOOD RECORD STORES!



FLYING NUN
40TH ANNIVERSARY + NZ MUSIC MONTH
SALE
AVAILABLE FROM FLYING NUN RECORDS AND ALL GOOD RECORD STORES!



FLYING NUN
RECORDS

1989 2021

FLYING NUN SHOP LAUNCH PARTY
+
IT'S OUR 40TH ANNIVERSARY!

THURSDAY 25TH MARCH
FROM 6PM

154A RIDDIFORD ST AND MOON BAR,
NEWTOWN, WELLINGTON

WITH DARTZ, MYSTERY WAITRESS
AND FLYING NUN DJs!

FLYING NUN RECORDS

FLYING NUN
PREMIUM...
WHAT WAS THAT THING?

BUTTERY GREETING CAKE



#4



#5



#6



CAMPAIGN DESIGN

MyHouse & Robins Kitchen

Created in Adobe Illustrator,
InDesign & Photoshop CC.

Varies collateral printed for Xmas 2020,
includes banners, large format diecuts.

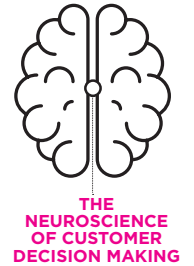


LOGO DEVELOPMENT

Freelance

Created in Adobe Illustrator,
InDesign & Photoshop CC.

Various final logo designers
for clients using the freelancer.com
website.



EDM & DIGITAL ASSETS

Robins Kitchen

Created in Adobe Illustrator, InDesign & Photoshop CC.

Design, scheduling and sending out twice weekly EDMs to databases with segments targeted at specific customers.

Rollout of EDM artwork developed alongside brand website and branding.

Be Prepared In The Kitchen This Winter! Online Version 1300 136 336

ROBINS KITCHEN See what's cooking at your favourite Robins Store:

Shop by Brands | Kitchenware | Cookware | Bakeware | Glassware | Appliances | Tableware | Knives | Gift Cards

ROBINS KITCHEN SPECIALITY RETAIL FOR HOME COOKS EVERYWHERE
Over 55 speciality kitchen stores Australia-wide, offering Australia's best online deals.

Winter Cooking
We've got you covered!

Save 50-75%
on our top cookware and knives!
off recommended retail price



UP TO 75% OFF
our Best Brands Knife Blocks
*selected sizes and brands

Baccarat GLOBAL SABRE DAISHO SCANDIAN GUTHERG

<p>BACCARAT Sabre Knife Block 14pc RRP \$499.99</p> <p>NOW \$149.99 SAVE 70%</p> <p>SABRE </p>	<p>BACCARAT Daisho Knife Block 7pc RRP \$399.99</p> <p>NOW \$99.99 SAVE 75%</p> <p>DAISHO </p>	<p>GLOBAL Zejaku Knife Block 7pc RRP \$799.00</p> <p>NOW \$382.80 SAVE 52%</p> <p>GLOBAL </p> <p>ONLINE ONLY</p>
---	---	---

50% OFF ALL Baccarat iD3 Single Knives

	RRP \$45.99	NOW \$24.99
	RRP \$56.99	NOW \$28.99
	RRP \$85.99	NOW \$44.99
	RRP \$85.99	NOW \$44.99
	RRP \$119.99	NOW \$59.99
	RRP \$119.99	NOW \$59.99

id3

QUICK AND EASY!

GIVE A GIFT VOUCHER

CREATE AN ONLINE GIFT VOUCHER

Order online up until 9pm tonight for guaranteed e-Delivery for Christmas!



HOW TO SEND A VOUCHER

-
-
-

Additional 20% Off Sitewide Including Sale Items!

Use Code: VIP at Checkout (excl. Appliances)

36 Hours Only!



Christmas Cooking Essentials!

Save up to 75%

As seen on TV!

Baccarat Sabre Spice Knife Block RRP \$199.99 NOW \$139.99 SAVE 30%	Alex Liddy Pave Glass Drink Dispenser 7L RRP \$69.99 NOW \$39.99 SAVE 30%
Baccarat Granite Frypan 26cm RRP \$89.99 NOW \$44.99 SAVE 50%	Baccarat Granite Twin Roasters 31x33cm RRP \$279.99 NOW \$139.99 SAVE 50%

SHOP NOW

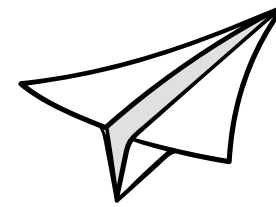
© 2017 rrp

MY CAMPAIGN DESIGN PROCESS

Promotional design process in my most current role



I work closely with the department heads (Merchandise / Planning / Buying / Online Teams) to ensure we capture all offers that tie into the promotion and all teams are happy with products being promoted.

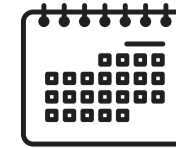


PROMO FINALISATION

Final artwork is sent to printers. I sit down with the Junior Designers and Online Team to run through the design aspects of the promotion and how to use it.

They then take this artwork and use on social media channels, websites and on tickets and bits of point of sale in store.

DESIGN DEVELOPMENT



ONGOING STORE SUPPORT



I create a Visual Merchandise Powerpoint showing the Stores how to best utilise the promotion elements in store, and how best to display product for maximum effect.

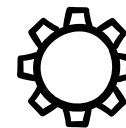
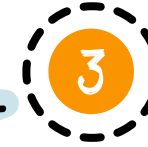
I then provide ongoing support for the stores during the promotion.

The process starts again for the next promotion.

MARKETING PLANNING



Work with the Art Director and Marketing Manager to create promotion, developing the theming, look and feel, colour schemes and type of imagery to use.



CONCEPT DESIGN

I develop multiple concepts based on the design brief. Tweaks and changes until we are all happy to present back to the CEO for approval.

Once approved I begin to flesh out the promotion.

We formulate an outline for what the promotion will look like from a strategic and product point of view before any design work is undertaken.



INITIAL DEPARTMENT MEETING

Meeting with Department Heads of Merchandise Planning / Buying / Marketing and Online Teams.

Discussion over strategy we adopt for the upcoming promotion based on:



- Upcoming trends
- Sales tactics
- Products to promote
- Demographics to target
- Pricing and stock
- Important calendar events
- Look and feel of the stores